

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

In the Matter of)
)
Auction of Advanced Wireless Services) AU Docket No. 06-
30
Licenses Scheduled for June 29, 2006)
(Auction No. 66))

REPLY COMMENTS OF CENTENNIAL COMMUNICATIONS CORP.

Centennial Communications Corp. and its subsidiaries (“Centennial”) submit these replies to the comments submitted in response to the Commission’s request for comment on auction procedures proposed for licensing Advanced Wireless Service (“AWS”) spectrum on June 29, 2006.¹

The overwhelming consensus of parties commenting on the proposal to operate two concurrent auctions, one employing the usual simultaneous multiple round (“SMR”) bidding format and the other an SMR package bidding (“SMR-PB”) format was negative. Most of the parties who commented on this proposal focused on the difficulty of operating the concurrent auctions.² Given that the implementation of the SMR-PB format would likely prove an administrative challenge, most commenters argued that an auction

¹ See *Public Notice*, Auction of Advanced Wireless Services Licenses Scheduled for June 29, 2006, AU Docket No. 06-30 (rel. Jan. 31, 2006) (“Auction 66 PN”).

² See, e.g. Comments of Center on the Study of Auctions, Procurements and Competition Policy (CAPCP) at Penn State University at 3.

of this importance was not the place to try a new format,³ especially since the benefits to be realized were not well established.⁴

Centennial agrees with the consensus of those filing comments on this proposal and it urges the Commission to operate one auction for AWS spectrum using the SMR format.

A second proposal – to withhold information about bids that the Commission had heretofore disclosed – was opposed by nearly every entity commenting on it. As Reuters pointed out

Reuters and its competitors in the business press have provided detailed coverage of how auctions are proceeding, who has bid for what number of licenses and which licenses or markets are receiving the highest bids. For example, during the FCC's 2005 auction of broadband PCS licenses, Reuters issued daily updates as to which markets were receiving the highest bids and from whom. Reuters provided similar information during the 2001 reauction of NextWave licenses. The investment community has found this highly relevant with regard to assessing the capital spending plans, debt loads, and future prospects of market participants. This information is thus promoting economic efficiency and fair valuations.⁵

As Reuters notes, the proposal to withhold information would put these, and other, demonstrated benefits at risk for the sake of academic theory.⁶

Centennial agrees with the overwhelming view of the commenters on this proposal: the Commission should reject the proposal to withhold bidding information and should instead continue its practice of making bidding information available at the close of each round.

³*See, e.g.*, Comments of Leap Wireless at 5.

⁴ Comments of Columbia Capital at 4.

⁵ Comments of Reuters at 2.

⁶ *Ibid.*

CONCLUSION

For the foregoing reasons, Centennial Communications Corp. urges the Commission to heed the comments of the vast majority of entities responding to the Commission's request for advice regarding proposals for Auction 66. Specifically, Centennial urges the Commission to operate one auction for AWS spectrum using the AWS format, and to make available in each round after bidding closes information about the identity of bidders and their bids that the Commission has traditionally done in its prior spectrum auctions.

Respectfully submitted,

CENTENNIAL COMMUNICATIONS CORP
3349 Rt. 138, Bldg. A
Wall, New Jersey

By: 

William L. Roughton, Jr.
Vice President Legal & Regulatory

Affairs

Its Attorney
732-556-2261
732-556-2254 (Fax)

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